

**DECLARATION AND POWER OF ATTORNEY FOR
PATENT APPLICATION**

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is sought on the invention entitled

INTERACTIVE, NON-INTRUSIVE TELEVISION ADVERTISING

the specification of which (check one)

is attached hereto.
 was filed on _____
as Application Serial No. _____
and was amended on _____
(if applicable)

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose information which is material to patentability as defined in 37 CFR 1.56, including for continuation-in-part applications, material information which became available between the filing date of the prior application and the national or PCT international filing date of the continuation-in-part application.

I hereby claim foreign priority benefits under 35 U.S.C. 119(a)-(d) or (f), or 365(b) of any foreign applications(s) for patent, inventor's or plant breeder's rights certificate(s), or 365(a) of any PCT international application which designated at least one country other than the United States of America, listed below and have also identified below, any foreign application for patent inventor's or plant breeder's rights certificate(s) or any PCT international application having a filing date before that of the application on which priority is claimed.

Prior Foreign Application(s):

Priority Claimed

NONE (Number)	(Country)	(MM/DD/YYYY)	Yes	No
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Certified Copy Attached?

Yes No

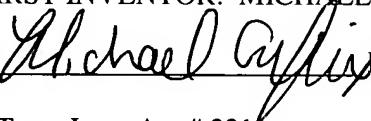
POWER OF ATTORNEY: As a named inventor, I hereby appoint the following attorneys and/or agents to prosecute this application and transact all business in the Patent and Trademark Office connected therewith.

John W. Henderson, Jr., Reg. No. 26,907; Thomas E. Tyson, Reg. No. 28,543; Robert M. Carwell, Reg. No. 28,499; Jeffrey S. LaBaw, Reg. No. 31,633; Douglas H. Lefeve, Reg. No. 26,193; Casimer K. Salys, Reg. No. 28,900; David A. Mims, Jr., Reg. No. 32,708; Mark E. McBurney, Reg. No. 33,114; Leslie A. Van Leeuwen, Reg. No. 42,196; Christopher A. Hughes, Reg. No. 26,914; John E. Hoel, Reg. No. 26,279; Joseph C. Redmond, Jr., Reg. No. 18,753; Marilyn S. Dawkins, Reg. No. 31,140; Diana L. Roberts, Reg. No. 36,654; John R. Biggers, Reg. No. 44,537; and Artoush Ohanian, Reg. No. 46,022.

Send correspondence to: Biggers & Ohanian, PLLC, 504 Lavaca, Suite 970, Austin, Texas 78701 and direct all telephone calls to John Biggers at (512) 472-9881.

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

FULL NAME OF SOLE OR FIRST INVENTOR: MICHAEL GILFIX

INVENTORS SIGNATURE:  DATE: 10/07/2003

RESIDENCE: 5700 Tapadera Trace Lane Apt # 221
Austin, Texas 78727
United States of America

CITIZENSHIP: Canada

POST OFFICE ADDRESS: Same as above.

FULL NAME OF SECOND INVENTOR: SCOTT LEE WINTERS

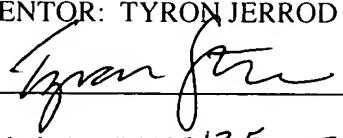
INVENTORS SIGNATURE: _____ DATE:

RESIDENCE: 8000 High Hollow Cove
Austin, Texas 78750
United States of America

CITIZENSHIP: United States of America

POST OFFICE ADDRESS: Same as above.

FULL NAME OF THIRD INVENTOR: TYRON JERROD STADING

INVENTORS SIGNATURE:  DATE: 10/07/2003

RESIDENCE: 13401 Metric Blvd. Apt #~~112~~ 135 TS
Austin, Texas
United States of America

CITIZENSHIP: United States of America

POST OFFICE ADDRESS: Same as above.

IBM Docket Number: AUS920030360US1

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Prior Foreign Application(s):**Priority Claimed**

<input type="checkbox"/> NONE (Number)	<input type="checkbox"/> (Country)	<input type="checkbox"/> (MM/DD/YYYY)	<input type="checkbox"/> Yes	<input type="checkbox"/> No
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FULL NAME OF SOLE OR FIRST INVENTOR: MICHAEL GILFIX

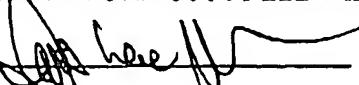
INVENTORS SIGNATURE: _____ DATE:

RESIDENCE: 5700 Tapadera Trace Lane Apt # 221
Austin, Texas 78727
United States of America

CITIZENSHIP: Canada

POST OFFICE ADDRESS: Same as above.

FULL NAME OF SECOND INVENTOR: SCOTT LEE WINTERS

INVENTORS SIGNATURE:  DATE: 10-15-03

RESIDENCE: 8000 High Hollow Cove
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CITIZENSHIP: United States of America

POST OFFICE ADDRESS: Same as above.

IBM Docket Number: AUS920030360US1

FULL NAME OF THIRD INVENTOR: TYRON JERROD STADING

INVENTORS SIGNATURE: _____ DATE:

RESIDENCE: 13401 Metric Blvd. Apt # 112
Austin, Texas
United States of America

CITIZENSHIP: United States of America

POST OFFICE ADDRESS: Same as above.